

### Claims

1. A method of photographing the skin of a person, said method comprising:

(i) illuminating said skin with at least one light source, wherein said light source either emits substantially only light having a wavelength from about 380 to about 430 nm or emits light through a filter that emits substantially only light having a wavelength from about 380 to about 430 nm; and

(ii) capturing the image of said illuminated skin with a camera;

wherein the light entering said camera is also filtered with a long pass filter, wherein said long pass filter substantially eliminates light having a wavelength below about 400 nm.

2. A method of claim 1, wherein said light source emits light through a filter that emits substantially only light having a wavelength from about 380 to about 430 nm.

3. A method of claim 1, wherein said long pass filter filters such light prior to entering the lens of such camera.

4. A method of claim 1, wherein said long pass filter substantially eliminates light having a wavelength below about 440 nm.

5. A method of claim 2, wherein said long pass filter substantially eliminates light having a wavelength below about 440 nm.

6. A method of claim 3, wherein said long pass filter substantially eliminates light having a wavelength below about 440 nm.

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7. A method of promoting a skin care product, said method comprising:

10 (i) illuminating said skin with at least one light source, wherein said light source either emits substantially only light having a wavelength from about 380 to about 430 nm or emits light through a filter that emits substantially only light having a wavelength from about 380 to about 430 nm;

15 (ii) capturing the image of said illuminated skin with a camera, wherein the light entering said camera is also filtered with a long pass filter, wherein said long pass filter substantially eliminates light having a wavelength below about 400 nm;

20 (iii) presenting said image to said person; and

25 (iv) suggesting skin care products based upon said person's review of said image.

8. A method of claim 7, wherein said method further comprises presenting said person with one or more questions relating to said presented image and said suggestion of skin care products is based upon said person's answers to said one or more questions.

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9. A method of claim 7, wherein said light source emits light through a filter that emits substantially only light having a wavelength from about 380 to about 430 nm.

10. A method of claim 8, wherein said light source  
emits light through a filter that emits substantially  
only light having a wavelength from about 380 to about  
430 nm.

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11. A method of claim 7, wherein said long pass  
filter filters such light prior to entering the lens of  
such camera.

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12. A method of claim 8, wherein said long pass  
filter filters such light prior to entering the lens of  
such camera.

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13. A method of claim 7, wherein said long pass  
filter substantially eliminates light having a wavelength  
below about 440 nm.

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14. A method of claim 8, wherein said long pass  
filter substantially eliminates light having a wavelength  
below about 440 nm.

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15. A method of claim 9, wherein said long pass  
filter substantially eliminates light having a wavelength  
below about 440 nm.

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16. A method of claim 10, wherein said long pass  
filter substantially eliminates light having a wavelength  
below about 440 nm.

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17. A method of claim 7, wherein said camera is a  
digital camera and said subject is presented with an  
image showing only the green channel of the RGB image  
captured by said digital camera.

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18. A method of claim 8, wherein said camera is a  
digital camera and said subject is presented with an  
image showing only the green channel of the RGB image  
captured by said digital camera.

19. A method of claim 9, wherein said camera is a  
digital camera and said subject is presented with an  
image showing only the green channel of the RGB image  
captured by said digital camera.

20. A method of claim 10, wherein said camera is a  
digital camera and said subject is presented with an  
image showing only the green channel of the RGB image  
captured by said digital camera.

21. A method of claim 13, wherein said camera is a  
digital camera and said subject is presented with an  
image showing only the green channel of the RGB image  
captured by said digital camera.

22. A method of claim 14, wherein said camera is a  
digital camera and said subject is presented with an  
image showing only the green channel of the RGB image  
captured by said digital camera.

23. A method of claim 15, wherein said camera is a  
digital camera and said subject is presented with an  
image showing only the green channel of the RGB image  
captured by said digital camera.

24. A method of claim 16, wherein said camera is a  
digital camera and said subject is presented with an

image showing only the green channel of the RGB image  
captured by said digital camera.